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**ARTICLE REVIEW**

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**CHAPTERS  
IN BOOK**

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## **EDITOR'S NOTE**

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,  
MS Suriani Jack  
Chief Editor



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# USE OF SOCIAL MEDIA AS AN EFFECTIVE MARKETING TOOL FOR FASHION STARTUPS IN SAUDI ARABIA

**Olina Anak Andrew Dana  
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Nowadays, social media has become a powerful tool for advertising. Internet, social media, mobile apps, and other digital devices have become part of the daily lives of the majority of the population all over the world. Social media has provided a popular place for communication and sharing content between people. By using social media networks, consumers can communicate more effectively. In Saudi Arabia social media has encouraged and facilitated the promotion and creation of various businesses, resulting in the development of many startup fashion businesses on platform such as Instagram and Facebook.

Based on the article, the problem statement is that in Saudi Arabia, the benefits of social media are slightly different from those of other countries. This is because of the various cultural norms and mindsets; social media is considered a marketing tool for existing brands and a motivating factor for new businesses to launch. This paper research will seek to improve the understanding of the benefits of the use of social media as an effective marketing tool for fashion startups utilizing examining existing knowledge on social media marketing and demonstrating how fashion startups can use social media to benefit their business

This article was created by Noran Trad, Maha Abdullah Al Dabbagh in 2020. This article discusses using social media as an effective marketing tool for fashion startups in Saudi Arabia. Social media is a platform that reaches across the globe and significantly impacts how to become interactive with the fashion industry. In this article, the author highlights the importance of social media as a marketing tool and examines key strategies and concepts that potential fashion startups can utilize in the digital market area.

The methodology for this research article is Qualitative Approach. This article research many sources of information that are being used in producing this paper, such as scientific articles on social media marketing and general literature on fashion marketing. The sources have provided sufficient information to analyze the benefits fashion startups can generate when adopting social media as a marketing tool.

Based on the article's findings, the total number of social media users is estimated to increase by 3.29 billion in 2022, which will be 42.3% of the world population. Besides that, social media has become an effective marketing tool. It has created a new dimension of marketing and provided many opportunities for marketers to build brand awareness among consumers. 94% of Saudi female entrepreneurs, who participated in the survey, pursued a business startup.

This research article aims to improve understanding of the benefits of using social media as practical marketing tools for fashion startups. The author mentioned that it tries to familiarize the targeted audience, including potential fashion startup entrepreneurs, with many concepts and strategies related to social media marketing, such as content marketing, consumer engagement, the impact of influencers, user-generated content, and consumer purchasing behaviors of fashion brands. Other than that, my recommendation for this article is that the author should make survey feedback for better results. For example, the author has to create a google platform and do feedback questions for them to answer.

Today, social media is not a new technology. It has become a part of our life. This paper has examined the effect of using social media as a fashion marketing tool and how social media has provided great opportunities for marketers to raise consumers' awareness of brands. About the fashion startups in Saudi Arabia has been given. It showed how the internet provided Saudi entrepreneurs, especially females, with new selling and marketing channels and offered them various platforms to communicate with retailers and consumers. Using social media has ended the difficulty they had to pass when starting their own business.